

## CHAPTER III

### RESEARCH METHODOLOGY

In this chapter, the researcher discusses the procedures used in conducting the research. It covers research design, research object, research instrument, data collection and data analysis.

#### 3.1 Research Design

Research design is a detailed outline of how an analysis will take a place. According to Ary et al. (2010), research design is the researcher's plan of how to proceed to gain an understanding of some group or some phenomenon in its context. Neuman (2014) states that there are two types of research design, those are quantitative and qualitative. Furthermore, Ary et al. (2010) state that quantitative research design uses measurement tools to gather and analyze numerical data that may influence the research findings; while qualitative research design focuses on understanding social phenomena in the form of words or pictures rather than number and statistics.

From the theory above, the researcher used qualitative research design when doing analysis on colloquial words in song lyrics from Eminem Album "*Marshall Mathers LP2*". Besides, the researcher was presenting the data in the form of words and this research was aimed to understanding the social phenomena.

### **3.2 Research Object**

A research object consists of objects or targets that are being investigated in this research. The object in this research is “*Marshall Mathers LP2*” album which focused on one song lyrics (*Rap God*) in “*Marshall Mathers LP2*” album produced by Dr. Dre and Rick Rubin in 2013. The data were taken from the lyrics of its song. In addition, the duration of this song was 6 minutes and 3 seconds.

### **3.3 Research Instrument**

Research instruments are measurement tools used to obtain accurate data on a research study. Wilkinson and Birmingham (2003) state that research instruments are simply devices for obtaining information relevant to the research project, and there are many alternatives from which to choose. According to Ary et al. (2010), the most widely tools to obtain the data collection in qualitative research design are observation, interview, and document analysis. Furthermore, Ary et al. (2010) explain that observation relies on narrative or words to describe the behaviors, the interactions and the setting; while interviews are used to gather data from people about opinions, beliefs, and feelings about situations in their own words, and document is used to gain an understanding of the phenomenon under study in written documents or other artifacts. The term documents here refers to a wide range of written, physical, and visual materials, including what author may term artifacts (Ary et al., 2010).

Based on theory above, the instrument in this research was document in the form of song lyrics by doing analysis method. The document is taken from “Rap God” song lyrics in “Marshall Mathers LP2” album and focused on colloquial words used in “Rap God” song.

### **3.4 Data Collection**

Data collection is the process of gathering and collecting the data from the related source. Based on Creswell (2014), data collection includes setting boundaries for the study, collecting information through unstructured or semi structured observations and interviews, documents, and visual materials, as well as establishing protocol for recording information. The steps of collecting data of this research were:

1. Reading the lyrics while listening to the song lyrics entitled “Rap God”.
2. Identifying the colloquial words from the song lyrics.
3. Bolding the words from the song lyrics that consist of colloquial words.
4. Reading the lyrics while listening to the song ten or more times to find all colloquial words in song lyrics entitled “Rap God”.
5. Writing down the collected data and numbering it in order to analyze the data easier.
6. Validating the collected data with the expert linguistics.

### 3.5 Data Analysis

Data analysis is a process of examining the data that have been collected from the related source. According to Ary et al. (2010), data analysis involves reviewing data while the data are being collected and attempting to synthesis and make sense out of what is observed. The researcher used several steps to analyze the data, as follows.

1. Tabulating the types of the colloquial words that are found in song lyrics “Rap God”.
2. Making the table to classify the colloquial words from the transcribed data based on its types.
3. Describing the meaning of the colloquial words which have been found by consulting to Farlex dictionary online and Rap Genius community.
4. Drawing conclusion.